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We are delighted to present Volume 24 (Issue1) in May 2021. The COVID pandemic rages on in several parts of the globe, particularly in India at the time of writing. We wish our authors, reviewers, and readers to remain safe and healthy as we come out of this global pandemic.

For American Business Review (ABR), it is a matter of great pride and satisfaction that since our relaunch in 2020, we have received over 300 manuscripts and have about a 10% acceptance rate. Our editorial board members come from all continents and have active Google Scholar profiles and have published in A/A* journals in their disciplines. We try to restrict the number of reviews to two per year per reviewer to reduce the burden of review work. In addition, we seek to invite additional reviewers who are domain experts in the subject of the submission received.

Our readership distribution is genuinely global, and recent global data of readership is as follows:



ABR articles from our 2020 issues have started receiving citations which is a testament to the hard work of our reviewers and authors. In this editorial, we would like to offer some suggestions to our early-career authors. We believe that established authors already know these points through experience:

1. **Title, Abstract, and Keywords:** These are critical for your articles' impact. Try to make the title appealing to your target reader. The title should reflect the content and contribution of your work. Similarly, the abstract must give a clear sense of what the reader can expect in the manuscript. Keywords should be again reflective of the content in the manuscript. Notably, the keywords should be those in the literature to which your manuscript contributes. An easy way to determine which keywords you should prefer is to look at the prominent prior research

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articles you base your work on. Generally, stay with the known keywords in your discipline and the focus of your work. This is because scholars working in your area are likely to be easily able to find your article on Google Scholar. Since ABR is available in full text, the chances of your work being read and cited rapidly increase significantly.

2. **Is your contribution substantial?** We reach out to authors you have cited for reviewing your manuscript. Before submission to ABR, ask yourself, will the author/s I respect most think that my work contributes to our understanding? Is the contribution clear in the introduction?
3. **Empirical Data by Country only in Methodology:** Given the global audience of ABR, the theoretical questions should be the focus of the front end of your paper. A reader in country X may not be interested in a paper that solely focuses on Country A unless there is some takeaway for the situation in Country X. However, if your work focuses on the theoretical issues overall and uses the empirical country-specific data for your paper, it should have much broader appeal.

Our current issue (Vol 24 Issue 1) has a wonderful set of articles as follows:

- Firm risk from the lens of strategy and finance is the subject of this article. DasGupta and Dhochak explore the impact of firm aspirations and expectations on firm risk through cross-country data.
- The next article explores the role of product complexity in pharmaceutical development and FDA approval. Su, Hou, Levitas, and Wu maintain that Marketing and R&D alliances can play a significant role in the time to approval when the developed molecule is complex.
- The question of whether business cycles have become synchronous after NAFTA is studied next. Vatsa suggests that surprisingly the correlation of business cycles between Canada and the USA has weakened after NAFTA.
- Active teaching strategies for business students is the subject of the following article by Arjomandi, Seufert, O'Brien, and L. Rossetto. An interesting finding for the COVID era is that first-year students seem to engage and collaborate more with online delivery.
- Preventing crisis and crisis management is the following article by Parnell. He finds that the market readiness of a firm improves crisis readiness.
- CEO compensation is the subject of the next article. Shi, Lin, and Pham interestingly discover that large firms tend to offer higher CEO pay. However, CEO choices like R&D projects that have costs and distractions can reduce firm performance and CEO pay.
- COVID 19's impact on stock market sentiment is a timely article. Eachempati, Srivastava, and Panigrahi. They measure sentiment on social media through machine learning from Tweets and the stock market levels.
- The relationship between oil prices and firm returns is the focus of the article by Cakan, Demiralay, and. Ulusoy. They find from Turkish data that larger firms' returns are less affected by oil prices than medium and smaller firms.
- In the wake of COVID -19, Klonn provides a meta-analysis of epidemics and pandemics on macroeconomic performance.
- Performance Management systems is the subject of the next article by Kakkar and Vohra. They suggest moving away from the sole focus on performance appraisals.
- Finally, Ozbek finds that spun-off subsidiaries perform better when the board of directors is independent and have experience.

We hope ABR readers enjoy this issue as much as we did in putting it together.